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**TERMS OF REFERENCE**

**Project Title:** Media and Celebrities for Healthy Families

**Duty Station:** Yerevan, Armenia

**Start Date:** January 2016

**Duration:** Seven months

**Funding Source**: ARM02TMA

**A. Background:**

Currently healthy motherhood in Armenia faces a number of challenges including abortions from unwanted pregnancies, sexually transmitted diseases, and secondary infertility oftentimes resulting from the former two.

Although the most recent Demographic and Health Survey (DHS) shows improvement over the preceding five-year period (induced abortions fell from 45 per cent in 2005 to 29 per cent in 2010), still a significant number of couples in Armenia resort to abortions, inter alia, as means for family planning, for determining how many children, when and of what sex should be born in the family. DHS (2010) findings also show that for just over half of pregnancies ended in abortion occurred while the woman was using no contraception method of any kind.

According to UNFPA study (2009) almost 12 per cent of women in Armenia suffered secondary infertility, among the main causes of which are unsafe abortions and sexually transmitted diseases, which can be prevented by use of modern means of contraception. Hence, informed healthy behaviours and choices are critical to maternal health and to overall well-being of the population, as well as demographic situation of the country.

Media and celebrities are among the key opinion shapers in the modern societies. They not only inform but also can display preferable behavioural patterns and act as role models to contribute to improved maternal and reproductive health.

For that purpose, UNFPA Armenia is looking to implement “Media and Celebrities for Healthy Families” project.

1. **Purpose:**

UNFPA Armenia will use the Project to increase the population awareness of the current challenges to healthy motherhood in Armenia, of the negative consequences of unsafe practices in the sphere of reproductive health, as well as ways to prevent their impact on maternal and family health and the demographic situation in Armenia.

The proposed project shall utilize the strengths of the mass media and celebrities to focus on issues such as preventing secondary infertility through preventing abortions and sexually transmitted diseases, using safe methods of contraception, attaining healthy and safe behaviour in the sphere of reproductive and sexual health.

1. **Scope of Work:**

The Contractor will be responsible for ensuring timely and proper implementation of the Project (Media and Celebrities for Healthy Families) with the following major deliverables:

* The detailed project description including the finalized project budget and timeline, in Armenian or English;
* Intermediate project implementation reports (UNFPA will decide on the frequency based on the project description) in Armenian or English;
* Copies of materials and media coverage generated as a result of project implementation;
* Final project implementation report in Armenian or English.

1. **Duties and Responsibilities:**

Under the overall guidance of the UNFPA Assistant Representative and the direct supervision of UNFPA “Promoting Contraceptive Security in Armenia” Project Coordinator, and UNFPA Communication Assistant the organization will coordinate, plan, and implement the project.

In consultation with UNFPA “Promoting Contraceptive Security in Armenia” Project, the Contractor will develop the detailed project description. Upon approval of the project, the Contractor will implement the Project according to the timeline specified in the detailed project description.

The Contractor will monitor project implementation and provide intermediate project implementation reports to UNFPA for periods decided by UNFPA based on the detailed project description.

UNFPA may require changes to project implementation based on the intermediate project implementation reports.

Throughout Project implementation, the Contractor shall collect and provide to UNFPA copies of materials and relevant media coverage generated in the course of project implementation.

Upon completion of the Project, the Contractor shall provide a final project implementation report to UNFPA.

1. **Timeline:**

The Contractor shall submit the finalized version of the detailed project description within seven working days upon signing the Contract.

UNFPA will decide on the frequency of the intermediate project implementation reports based on the detailed project description within two working days upon approving the detailed project description.

The Contractor shall provide the copies of materials and relevant media coverage together with the intermediate project implementation reports, for the respective periods.

Finally, the Contractor shall complete Project implementation and submit the final project implementation report within seven months upon signing the Contract, assuming that the Contractor had received all the necessary approvals from UNFPA.

The approvals as referred above should be considered as final. Any further changes initiated by UNFPA after the respective approvals have been issued are subject to follow-up negotiations and may incur previously unforeseen expenses.

1. **Qualifications and Experience Requirements:**

* Organization registered and operating in the Republic of Armenia with mission and goals relevant to the project;
* Experience with covering important social issues or relevant experience in sensitization on sensitive social issues, including health promotion;
* Proven successful experience in conducting media awareness campaigns preferably with involvement of celebrities;
* Record of experience with UN agencies, and international organizations;
* Familiarity and experience with UNFPA.